



THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Bald Lawyer Pokes Fun at Self and Creates Memorable Brand



Setting yourself apart from other attorneys can be a difficult challenge. Here's how one Atlanta attorney is doing this successfully...and in a very unique way.

It's not often that I'm heading down the Interstate and see something that makes me nearly drive off the road. But just that happened to me the other day. Here I was, minding my own business on the way to the office when I saw a new billboard that had a photo of a nicely-dressed bald guy with this copy next to it: "Injured? Don't Pull Your Hair Out!" I thought this was so genius that I simply had to talk to Chandler Mason, the bald lawyer himself.

Mason shared, "Much of the credit goes to my partner (and wife) Louise Mason. We reasoned that most laypersons, particularly those who have never had the occasion to hire or work with an attorney, are under the misguided impression that all lawyers are 'too uptight' and 'too expensive.' So, my idea initially seeks to overcome those misplaced notions, showing potential clients that we can laugh at ourselves, and not take ourselves too seriously, while also showing that we take our work very seriously with our history of results. Additionally, we wanted to find a way to 'brand' and otherwise stand out in a very crowded field. Although I'm very fortunate and pleased with my firm's significant experience helping others, in order for new clients to also be aware of that, we wanted something memorable. We believe we accomplished both of our goals with the creation of 'MyBaldLawyer.com.' And although this campaign was only launched a few weeks ago, we've been very pleased with the interest it's generating."

Now you can argue that being bald has nothing to do with being a good lawyer, and you'd be right. Any attorney has to prove his or her skills by winning cases, which Cameron does very prominently on his Website. (Though I have to honestly say that his website could use some work, especially in overall design and call to action, but that's pretty easy to fix.) MyBaldLawyer.com.

Here's the thing...personal injury attorney billboards are a dime a dozen and few are memorable in any way other than being cheesy. You could argue that this one is no less cheesy, and again, you might be right. But Cameron's billboard is funny, memorable and makes him feel approachable. So in a saturated market of personal injury attorneys, he has created a very unique and memorable brand, one that will make people go to his site just to see what he's about. When they get there, they will see a scrolling list of cases he's won and the amount of money each of his clients received from working with him. (I know this is not allowed in all states, but get past that for a moment.) It makes a pretty appealing argument for hiring him. And to top that off, it's incredibly easy to remember his URL, which makes it easy for people to refer friends and colleagues to him too. Rather than being *Name, AnotherName, EvenLongerName and Name*, all you have to remember is My Bald Lawyer. It makes a lot of sense.



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I tip my hat to Cameron for creating a memorable brand and wish him luck as his firm grows. What do you think of his brand? How do you differentiate your firm from others? Do you like this idea or hate it? I'd love to hear your thoughts.



Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.

